

LYNCHBURG CITY COUNCIL

Agenda Item Summary

MEETING DATE: **February 26, 2002**

AGENDA ITEM NO.: 3

CONSENT:

REGULAR: **Work Session**

CLOSED SESSION:
(Confidential)

ACTION: **X**

INFORMATION: **X**

ITEM TITLE: **Downtown Signage**

RECOMMENDATION: Approve the proposed designs for the downtown signage program.

SUMMARY: The attached memorandum provides a status report on the downtown signage program.

PRIOR ACTION(S): None

FISCAL IMPACT: Funding for this initiative were provided through the CDBG program.

CONTACT(S): Rachel Flynn

ATTACHMENT(S): Memo

REVIEWED BY:

The DEPARTMENT of COMMUNITY PLANNING & DEVELOPMENT
City Hall, Lynchburg, VA 24504 **804.847.1435**

To: City Council
From: Rachel Flynn
Date: 02-02-2002
cc: Kim Payne
re: DoTo Signage

Last year City Council allocated \$50,000 in CDBG funds for downtown signage. In fall 2001, a signage committee was formed and includes Terri Proffitt, Mark Snowden (Vice President of Lynch's Landing), Mort Sajadian, Gerry Harter, Rachel Flynn, and Nancy Marion (graphic designer). The committee decided to focus on four categories: Gateway Welcome Signage, Directional Signage, Parking Signage, and Informational Kiosks. We seek Council's feedback before we proceed with installation.

Gateway Signage:

The first gateway signs we plan to install are located on Main Street at the end of the exit ramp across the street from the Travelodge. Attached are five styles (A – E) that we thought would be appropriate in scale and style to welcome people to the downtown. Type D is based on the design of the Old Courthouse Museum.

Directional Signage:

The first directional signs we plan to install are along Main Street at 1) the exit ramp, 2) Washington Street, 3) Commerce Street and 4) the Community Market. These signs would direct people to downtown destinations (i.e. Visitors Center), riverfront destinations (i.e. Blackwater Creek Trail), Civil War Trails, Historic Districts, and Parking. If space allows, we would like to include surrounding destinations (i.e., Point of Honor, Legacy Museum, and Old City Cemetery). See attached drawing/photograph for the prototype we have selected.

Parking Signage:

Parking signs would be located at *public* parking lots/garages only (Main and Commerce Street lot, Community Market parking lot, and the City garage). The signs would be simple but noticeable as shown on the attached drawing.

Information Kiosks:

Kiosks are currently planned to be installed at the Community Market and Jefferson & Ninth Streets. In the future, if resources allow, we would like to install a third kiosk in the Main & Ninth Streets vicinity. See attached photo/drawing for two design options. The architects from the Main Street Program are currently designing a kiosk that would be used throughout the downtown/riverfront based on the attached design options.